BRITISH COLUMBIA
HERITAGE SITE VISITOR SURVEY

SUMMARY REPORT

British Columbia

Prepared for: The Ministry of Municipal Affairs, Recreation and Culture,
and The Ministry of Tourism and Provincial Secretary

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March 1989

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I. INTRODUCTION

A. Background

This publication is a summary of the results of the **Heritage Sites Visitor Survey** undertaken in 1987 at nine provincially owned and operated heritage sites throughout British Columbia. The purpose of the survey was to obtain demographic and other information about visitors and a clearer understanding about the attitudes toward and awareness of heritage sites as visitor attractions. In this report an overview of the results of the study are provided to include profiles, travel patterns, interests and motivations of heritage site users.

At the time the study was undertaken, information about museum and historical site visitors was limited in scope and largely confined to volume and season. Very little was known, for instance, about the characteristics of visitors, their reasons for visiting heritage sites, the expectations and reactions to the sites and level of satisfaction with site facilities, programs and exhibits. Such information is important for planning and decision making particularly with respect to marketing and operational issues.

Although the focus is with a selected group of heritage sites, the study does provide a good indication of the nature and opinions of the people who visit these and similar sites. The study was designed to increase the knowledge about these visitors and can therefore serve as a tool in the promotion of heritage resources in the province.

Historical sites and museums are important cultural institutions for both residents and visitors and form the largest component of all visitor attractions in the province. As such they represent a significant opportunity for economic development through tourism. The information provided in this publication should therefore be of interest not only to the heritage community but to regional and municipal agencies as well as to the tourism industry as a whole. Further information on this study is available from either the Ministry of Municipal Affairs, Recreation and Culture or the Ministry of Tourism and Provincial Secretary, Parliament Buildings, Victoria B.C. V8V 1X4.

B. Objectives

The objectives of this study were as follows:

1. to obtain basic demographic information about site visitors
2. to determine the motivation for attendance of visitors at the heritage attractions
3. to determine visitor awareness of heritage attractions
4. to measure the perceived importance of authenticity

Each of these objectives was addressed in the study reported below.

C. METHOD

During the summer, fall and winter of 1987, Campbell Goodell Consultants conducted a survey of visitors to nine heritage sites in different parts of British Columbia. These sites were:

The Royal British Columbia Museum
Barkerville Historic Town
Cottonwood House
Fort Steele Heritage Town
Kilby General Store
Craigflower Farmhouse and Schoolhouse
Point Ellice House
The Grist Mill at Keremeos
Historic Hat Creek Ranch

The map on page 4 shows the locations of these sites.

The nine questionnaires (Craigflower Farmhouse and Schoolhouse were combined into one) were developed by Campbell Goodell, in cooperation with the Ministry committee. Twenty-nine questions were asked at all sites, and an additional set of unique questions were asked at each site.

A self-administered format was developed, which allowed the questionnaire to be handed out by the site staff to a selection of visitors as they left each site. Procedures were developed for each site which were designed to produce a representative selection of visitors. The primary principle used in sampling was to adopt a random method of choosing the respondents. In addition, we sought to create a method which would make the minimum demands of the time of site staff. The result was a method which either selected every "n"th person leaving the site, or selected an exiting visitor at a given time interval (i.e. - every 15 minutes). In both cases, the selection interval was adjusted for each site to produce the desired sample size.

Any selected respondent who did not have time to complete the questionnaire (which took five or six minutes) was given a postage-paid envelope, and asked to complete it later and mail it back to us. Relatively few questionnaires were returned in this way.

The sample has been divided into four time segments. The first contains all interviews done during the summer season up to the first of September. The second contains all interviews done between September 1 and September 7. This period is considered to be part of the summer this year but was kept separate to allow comparability in future years, when LabourDay may fall earlier in the month.

The third time period contained the fall interviews, and extended from September 7 to the end of the season in all sites except the Royal Museum, Barkerville, Fort Steele, and Kilby House, which remain open during the winter. The last day of interviewing for this period varies from Thanksgiving (October 12), to the end of October.

The final interviewing period ran from November 1 through February 29, 1988. Data were received only from Barkerville and Kilby General Store.

The following numbers of questionnaires were completed at each site, during the four time periods.

Table 1. Sample Size by Site

	Summer	Sept 1-7	Fall	Winter	Site Totals
Royal British Columbia Museum	705	105	602	760	2172
Barkerville	750	91	87	No data	928
Cottonwood House	126	123	Closed	Closed	249
Fort Steele	637	103	279	No data	1019
Kilby General Store	205	61	228	118	612
Craigflower Farmhouse and Schoolhouse	488	48	209	Closed	745
Point Ellice House	250	99	No data	Closed	349
Grist Mill at Keremeos	252	43	250	Closed	545
Historic Hat Creek Ranch	117	41	64	Closed	222
			Total Sample Size/All Sites:		6841

FIGURE 1. HERITAGE SITE VISITORS SURVEY SITE LOCATIONS

II. REGIONAL OVERVIEWS

REGION 1:
VANCOUVER ISLAND/COAST

REGIONAL SUMMARY

Overview

Visitors to heritage sites in Victoria tend to be well-educated and have relatively high income levels. They tend to have travelled long distances to get to the sites; this is particularly true only of the Royal B.C. Museum, and then particularly in the summer. The level of local visitation rises substantially during fall and winter.

Common Features

At all three sites in Region 1, The Royal B.C. Museum, Point Ellice House and Craigflower Farmhouse and Schoolhouse, women visitors outnumbered men. In addition, visitors to these sites included a very high proportion of university graduates, with incomes which are substantially above the average.

Most visitors tended to come in family groups, and said that they came to learn something.

The largest proportion of visitors to all three sites reported staying in a hotel or motel the night before their visit.

Points of Difference

Visitors to the three Vancouver Island sites are much more likely to come from outside of British Columbia than is true for the other sites in the study - with the exception of Fort Steele. In this regard, the Royal Museum is especially notable, since only 6% of its summer visitors come from the local area, and only 17% come from elsewhere in B.C.

This dominance of visitors from out of town at the Royal B.C. Museum is reflected in the fact that visitors to the other two sites are more likely to arrive there by car, while visitors to the Royal B.C. Museum are more likely to come by bus and to mention that they used an airplane or ferry to arrive at the site.

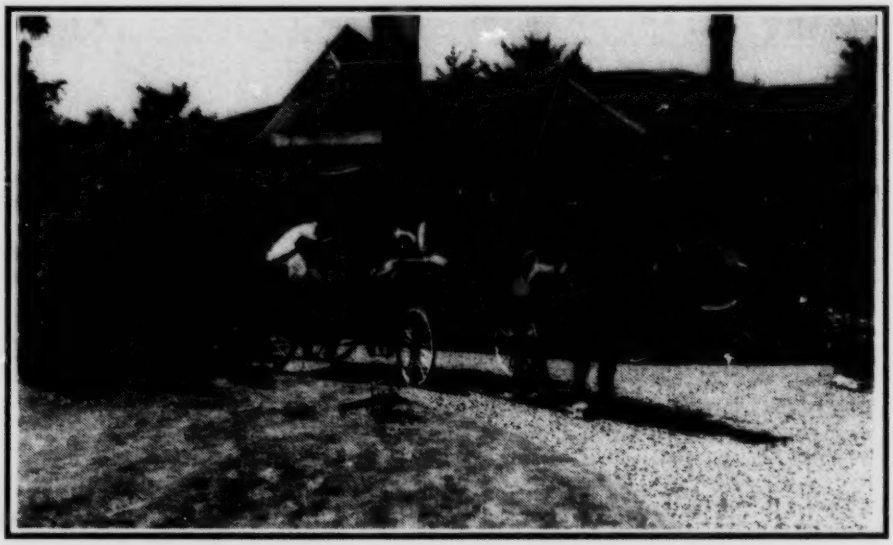
While more visitors to all three sites stayed in hotels or motels than in any other type of accommodation, a larger proportion of the visitors to Point Ellice House and Craigflower Farmhouse and Schoolhouse were local area residents than was true of visitors to the Royal B.C. Museum.

Point Ellice House seemed to attract visitors who wished to learn something during their visit to a greater extent than was true at either of the other two sites.

Visitor awareness of the Royal B.C. Museum came more frequently from its reputation, through word of mouth, than was true of the other two sites. Awareness of Point Ellice House and Craigflower Farmhouse and Schoolhouse, on the other hand, was more likely to be produced by guidebooks or brochures.

Given better awareness, visitors to the Royal B.C. Museum said that they would have stayed longer about 50% more frequently than visitors to Point Ellice House, and twice as frequently as visitors to Craigflower Farmhouse and Schoolhouse.

Visitors to the Royal B.C. Museum and Point Ellice House both valued authenticity highly and felt that the site was successful in presenting its displays in an authentic manner. This was somewhat less true of the visitors to Craigflower Farmhouse and Schoolhouse.



< *Special Picnic Event at* ***POINT ELLICE HOUSE,*** *Victoria*

Seasonal Differences

Summer visitors tended to be much younger than visitors who came later in the year. This was true primarily because of the influx of seniors which occurred after the summer holidays.

The size of the visiting party tended to be smaller in the fall and winter than in the summer.

Income levels of visitors to the Royal B.C. Museum were substantially lower in the winter than they were in the summer or fall, reflecting the increasing proportion of local people who visit the Museum in the off-season. By the same token, winter visitors to the Royal B.C. Museum tended to be more frequent visitors than those coming in the summer or fall.

As might be expected the proportion of visitors to all three sites who reported camping declined in fall and winter from what it was in the summer. For the Royal Museum, the proportion who stayed at home the night before their visit increased substantially.

VISITOR PROFILE

Sex

Overall, the percentage of female visitors to the three sites located on Vancouver Island is larger than the percentage of male visitors. At all three sites, this trend is particularly noticeable in the off season, especially at the Craigflower Farmhouse and Schoolhouse, where female visitors outnumbered male visitors by a ratio of two to one last fall. Because Point Ellice House only collected data during the summer time period, we are unable to make seasonal comparisons of data collected at that location.

Age

In the summer months, about a tenth of all visitors to the sites are under the age of 14. This figure drops during the school year, however, school groups were not included in the sample.

The Royal B.C. Museum

Overall, a fifth to a quarter of summer visitors to the sites are 55 or older. When the children are back in school, the percentage of people over 55 jumps.

When children are in school, only one or two percent of visitors to the Royal British Columbia Museum are under the age of 14.

Thirty-eight percent of fall visitors to the Museum were in the 55 and over age group, but attendance by people in this age bracket dropped to 26% during the winter months.

CRAIGFLOWER FARMHOUSE
'Picnic' >

Craigflower Farmhouse and Schoolhouse

The Craigflower Farmhouse and Schoolhouse draws more children (on a proportionate basis) than the Museum does in the off season, but the percentage of visitors under the age of 14 is still lower (5%) than it is during the summer (13%).

Last fall, almost half (47%) of the visitors were over the age of 55, compared to 22% during the summer.

Education

On average, about a third of visitors to these three heritage sites are holders of a university degree.

The Royal B.C. Museum

The Royal B.C. Museum received the highest percentage (42%) of visitors with university degrees, and this percentage fell to 38% during the winter.

Craigflower Farmhouse and Schoolhouse

Of the three sites, the Craigflower Farmhouse and Schoolhouse was visited by the lowest percentage of university degree holders, especially in the fall.

Income

The Royal B.C. Museum

The median income of visitors to the Museum dropped from $49,663 to $40,085 from summer to winter. (The median is an average, the point at which 50% of the sample reports a higher number and 50% reports a lower number.)

Point Ellice House

The median income of visitors to Point Ellice House during the summer was $47,000.

Craigflower Farmhouse and Schoolhouse

At the Craigflower Farmhouse and Schoolhouse, the median income of visitors actually climbed from summer into fall, from $42,500 to $44,054.

Visitor origin

Royal B.C. Museum Visitors

During the summer, the Royal B.C. Museum received a third of its visitors from Canada (but just six percent were local), three-fifths from the U.S., and about a tenth from other parts of the world. Of every six American visitors, two were from Washington State, one was from Oregon, one was from California and two were from other American points of origin.

The breakdown of Canadian visitors during the summer was as follows: 6% of all visitors were from the local area, 17% were from other parts of B.C., 4% were from Alberta and the other 7% were from other parts of Canada.

During the fall, a slightly higher percentage of the visitors to the Museum are from the local area, but the breakdown of visitors form other locations differs from summer levels by only one or two percentage points.

Visitors were much likelier to come from Canadian points of origin during the winter than they were during the summer. However, American visitors were still in the majority (54%). About the same percentage of American visitors were from Oregon, Washington, and California, but there was a drop in visitors from the more distant American states during the winter.

Point Ellice House

During the summer period, Point Ellice House received almost half of its visitors from British Columbia, the majority of which were from the local area. Only 12% of visitors came form Alberta or the rest of Canada.

Of the American visitors (37% of all visitors), most were from either Washington State (about 12% of all visitors) or California (also 12%). Only 5% of visitors originated from somewhere other than the United States or Canada.

Craigflower Farmhouse and Schoolhouse

Craigflower Farmhouse and Schoolhouse received half of its visitors form British Columbia in both the summer and fall. In the fall, however, the percentage of visitors form Alberta dropped from 10% during the summer to 2% in the fall. Five percent of visitors came from other Canadian points of origin.

Americans made up about the same proportion of all visitors in both the summer and fall season (between 32% and 36% of the total). Californians accounted for 8% of summer visitors, but 16% of fall visitors.

Fewer than 10% of visitors came from locations other than Canada or the U.S. during both the summer and fall seasons.

< *The Site of* ***CRAIGFLOWER SCHOOLHOUSE***

Mode of Transportation

The Royal B.C. Museum

Just over half of the Museum's visitors came by car, and this was true during summer, fall and winter. As well, during each time period, a tenth of visitors came by bus.

The winter months, however, saw a decline in the number of people who came by motorhome and camper, as well as in the number of people who came by airplane or by ferry. A higher percentage of people reported that they had walked to the Museum during the winter months than did during the other two seasons.

Point Ellice House

Almost 80% of summer visitors to Point Ellice House came by car. A fifth reported also using an airplane, and a quarter also used a ferry. Less than a tenth of visitors reported coming by motorhome or camper. As well, fewer than 5% reported either walking or coming by bus.

Craigflower Farmhouse and Schoolhouse

The method of transportation used by visitors to the Craigflower Farmhouse and Schoolhouse

did not fluctuate significantly from summer into fall. A little over three-quarters of visitors came by car, almost a third came by ferry, a little less than a fifth came by airplane, and a tenth used a motorhome or camper. Only 5 or 6% reported coming by bus and just over 5% said they came by foot.

Size and Compostition of Visitor Party

The Royal B.C. Museum

The median party size was largest during the summer (2.23 people), and smallest during the winter (1.82 people).

Three-fifths of visitors to the Museum during the summer and fall came with their families, but this dropped to 54% during the winter. However, more people reported that they came with friends during the winter season than did during the summer. About a tenth of people consistently reported that they came with both friends and family.

The percentage of people who said they came with a tour dropped during the winter, but even during the summer, only 5% of people reported coming with a tour. People were less likely to come alone during the summer than they were during the fall and winter.

It should be noted that tours were difficult to sample and are under-represented in this study.

Point Ellice House

The median party size during the summer at Point Ellice House was 1.96, and almost four-fifths of people came with their family. Another 8% came with friends, and 7% said they came with both friends and family. One in 20 people came alone, and less than that reported they came with a tour. (See the above caution about tours.)

Craigflower Farmhouse and Schoolhouse

The median party size at Craigflower Farmhouse and Schoolhouse was larger during the summer (2.22 people) than it was during the fall.

Once again, a high percentage of people (76%) reported coming with family during the summer, and this percentage only dropped 6 percentage points during the fall. The number of people reporting that they came with friends, however almost doubled from summer to fall. About 1 in 20 of all visitors said they came with both friends and family.

Frequency of Visits and Length of Stay

The Royal B.C. Museum

The median number of visits in the last two years by visitors to the Royal B.C. Museum climbed from .63 to .81 from summer to winter.

The median length of the visit, however, fluctuated. It was highest during the fall (2¼ hrs.), and lowest during the winter (2 hrs. and 6 minutes).

Point Ellice House

The median length of a summer visitor's stay at Point Ellice House was three quarters of an hour, and the median number of visits in the past 2 years was .55.

Craigflower Farmhouse and Schoolhouse

The median number of visits by visitors during the past two years to the Craigflower Farmhouse and Schoolhouse was about .55 during both the summer and fall. As well, the median length of a visit did not fluctuate very much from summer (50 minutes) to fall (56 minutes).

Previous Night's Accomodation

The Royal B.C. Museum

Just over half of all visitors to the Museum were staying at hotels; this figure was highest during the fall and lowest during the winter.

One of the most notable changes from summer to winter, of course, is that a higher percentage of people reported that they were staying at their home - 26% during the winter, compared to 11% during the summer. As we might also expect, a lower percentage of people reported that they were camping during the winter (2%) than did during the summer (11%). And, a higher percentage of winter visitors were staying with friends or family during the winter than during the summer - 16% compared to 10%.

Point Ellice House

Two out of five visitors to Point Ellice House during the summer were staying at a hotel or motel, and another 29% were staying at home. Most of the remaining visitors were either camping (14%) or staying with friends or relatives (12%).

Craigflower Farmhouse and Schoolhouse

A higher percentage of visitors to the Craigflower Farmhouse and Schoolhouse were staying at a hotel or motel during the summer (46%) than during the fall (40%). From summer to fall, there was a drop in the percentage of people who were camping, and, of course, there was an increase in the number of people who said they were staying at their own homes or staying with friends and relatives.

MOTIVATIONS FOR ATTENDING

Reasons for Visiting the Site

The Royal B.C. Museum

The three most mentioned reasons for visiting the Museum during the summer were: to learn something (36%), " It Interests me" (31%), and enjoyment, to have fun (25%). These three were consistently the most mentioned reasons for visiting.

From summer to winter there was an increase in the number of people who said they were visiting the Museum because they had been there before - 15% in summer compared to 20% in winter. There was also an increase in the number of people who said they came because they felt they shouldn't miss it - from 12% in the summer to 17% in the winter.

Point Ellice House

The most mentioned reason for visiting Point Ellice House was to learn something (79%). The next most mentioned reasons were to have fun and because of curiosity, both of which were mentioned by 21% of visitors.

Craigflower Farmhouse and Schoolhouse

Most people came to the Craigflower Farmhouse and Schoolhouse because they wanted to learn something or because it interested them. The percentage of people citing these reasons were highest during the fall season: 50% said the site interested them, 44% said they want to learn something.

What Was Liked Most About the Site

The Royal B.C. Museum

During the summer, the most popular exhibit at the Museum was the First People's exhibit, which was favoured by 16% of visitors, but this exhibit received stiff competition from "exhibits and displays generally," which were favoured by 15% of visitors.

During the fall, the First People's exhibit still received the highest praise, but the Old Town exhibit, which had ranked fourth during the summer, received equal praise. The tables in Part III of this report show that during the fall and the winter, people tended to have preferences ranging over many exhibits, rather than just one or two.

During the winter, the exhibit most favoured by visitors was still the First People's exhibit, favoured by 13%, followed this time by "exhibits and displays in general."

Point Ellice House

The three most favoured aspects of Point Ellice House were: artifacts and antiques (25%), authenticity (16%), and a sense of History (11%).

Craigflower Farmhouse and Schoolhouse

What was liked most at the Craigflower Farmhouse and Schoolhouse varied dramatically from summer to fall. During the summer months, visitors liked the sense of history (12%), the artifacts and antiques (9%), and the authenticity (8%). Winter visitors preferred the buildings (14%), the artifacts and antiques (8%) and the exhibits and displays (8%).

What Was Liked Least About the Site

The Royal B.C. Museum

A tenth of visitors during all three seasons mentioned that they liked "various displays" the least, and another tenth said they disliked nothing in particular. There was a decrease, from 5% to 2%, in the number of people who said they found the floor plan confusing.

Point Ellice House

The three least liked features of Point Ellice House during the summer were: the surroundings (10%), the incomplete restoration (9%) and "nothing in particular" (8%).

Craigflower Farmhouse and Schoolhouse

During both summer and fall seasons, visitors said most frequently that they disliked nothing in particular. In second place during the summer was the schoolhouse, disliked by 6% of visitors, but another 5% said that what they disliked most was that there was not enough to see. During the fall, 5% of visitors said they disliked the location and the roads, but none of the other categories received a response rate of over 5%.

VISITOR AWARENESS

Source of First Awareness of the Site

The Royal B.C. Museum

During the summer, most visitors (47%) to the Museum said that they learned about it by word of mouth. Another 19% said they learned about it from a guidebook or brochure, and 14% said they have always known about the Museum.

Fall visitors mentioned the same three sources of information as above in the same order, although there was an increase in the percentage of people who said they have always known accompanied by a decrease in the number of people who said that they learned about the museum by word of mouth.

During the winter, the largest group was still the group which mentioned word of mouth as their first source of information, but this was followed by the group which said they had always known rather than the group which mentioned a guidebook or brochure.

Point Ellice House

Almost half of the summer visitors to Point Ellice House said that they first learned about it from a guidebook or brochure. A fifth said that they learned about it by word of mouth, and a tenth said they had always known.

Craigflower Farmhouse and Schoolhouse

The most common first source of information about the Craigflower Farmhouse and Schoolhouse during both the summer and fall was a guidebook or brochure, which was mentioned by 30 and 39% of visitors respectively. During the fall, a higher percentage of visitors mentioned that they first heard about the Museum by word of mouth (17%) than did during the summer (11%). During both seasons, about 13% of people said that their first source of awareness was a sign, and about the same number said they have always known.

Given Better Awareness, Would the Visit Have Been Longer?

The Royal B.C. Museum

Most visitors said they would have spent the same amount of time as they actually did at the Museum even if they had more awareness of what it contained, and the rest said they would have spent more time. From summer to winter, the percentage of people saying they would have spent the same amount of time went from 65% to 72%, with fewer people saying they would have spent more time.

Point Ellice House

Eighty percent of visitors to Point Ellice House said they would have spent the same amount of time if they had been more aware of what they would find there, and 20% said they would have spent more time.

Craigflower Farmhouse and Schoolhouse

Eighty-two percent of summer visitors to the Craigflower Farmhouse and Schoolhouse said they would have spent the same amount of time if they had known what to expect.

During the fall, 95% of visitors said they would have spent the same amount of time, and the rest said they would have spent more time.

SUCCESS OF AUTHENTICITY

"Success of the Site in Presenting a True Picture of How Things Really Were."

The Royal B.C. Museum

The data we collected at the Museum did not fluctuate significantly from summer into winter, with over 80% of visitors expressing that they felt the Museum was very successfully portraying things as they really were. The rest said they felt the Museum was fairly successful.

Point Ellice House

Almost nine out of ten visitors to Point Ellice House during the summer said that it was very successful at showing things as they really were, and the rest of the visitors said they felt the site was fairly successful.

Craigflower Farmhouse and Schoolhouse

Compared to the other two sites, the Craigflower Farmhouse and Schoolhouse received a lower rating on authenticity, but the rating did go up in the fall. During the summer, 63% of visitors said Craigflower was very successfully portraying how things really were and this climbed to 72% in the fall. During both seasons, the other respondents said the site was fairly successful.

Importance of Authenticity for Enjoyment of the Site

The Royal B.C. Museum

From summer to winter, the data which were collected at the Royal B.C. Museum fluctuated very little. Overall, a little more than 70% of visitors said authenticity was very important, over 25% said it was fairly important, and the rest said it was not very important.

Point Ellice House

When it comes to the importance of authenticity, visitors to Point Ellice House felt the same as visitors to the Museum, with over 70% saying authenticity is very important, a quarter saying it is fairly important, and the rest saying it is not very important.

Craigflower Farmhouse and Schoolhouse

Authenticity was less important to visitors at Craigflower than it was to visitors of the other two sites, and this was true during both the summer and the fall.

Overall, a little over half said authenticity was very important, just over 40% said it was fairly important, and the rest said it was not very important.

REGION 2:
Lower Mainland/Southwest

REGIONAL SUMMARY

Overview

A single site in Region 2, Kilby General Store, was included in this study. Kilby General Store draws its visitors from the local area to a greater extent than any of the nine sites except Hat Creek Ranch. Like Hat Creek Ranch and Keremeos, Kilby's visitors were nearly all from B.C.

Fewer visitors to Kilby General Store stayed in a hotel than any other site except Hat Creek. Like Hat Creek, about half of the visitors stayed at home the night before their visit. Kilby is like Barkerville and Cottonwood House in the very large proportion of visitors who were camping during the summer and fall.

KILBY
1920's
GENERAL STORE
MUSEUM

Kilby shares with Keremeos and Cottonwood House the fact that a large proportion of its visitors said that their first source of awareness of the site was the signage. The proportion who had "always known" about the site was very low, a pattern also found at Keremeos.

Kilby General Store is among the most successful of the nine sites in "presenting a true picture of how things really were." It shares this distinction with the Royal B.C. Museum and Point Ellice House.

Seasonal Differences

The median income of visitors to the Kilby General Store went up from summer to fall to winter - unlike the median income of visitors to many of the other sites which decreased during the winter.

The median party size drops during the fall and winter, as it does at most other sites.

During the winter, a higher percentage of people said they first learned about the General Store from road signs than during the summer. As well, more winter visitors claimed to have learned about the site by word of mouth.

More summer visitors to the site said they would have spent more time at the site if they had known in advance what to expect, than was true in the fall. Of all the nine sites, Kilby General Store was also among those where visitors were most likely to say that they would have spent more time if they had known what was there.

VISITOR PROFILE

Sex

A slightly higher percentage of visitors to the Kilby General store are female than male, but the percentage of men increases from summer (46%) to winter (49%).

Age

The median age of visitors to Kilby General Store was 41.5 years in the summer, rising to 46.5 years in the fall and slipping back to 42.3 years in the winter. In the summer, just 6% of visitors were under the age of 15. This figure dropped to 2% in the fall and rose to 5% in the winter. Greater variation is seen in the proportion of visitors who were 55 or over. From a figure of 30% in the summer, we observe that 40% of the fall visitors were 55 or older. In winter, however, just 13% of visitors were this old.

Education

During all three seasons, people with a grade 12 education or less comprised the largest group of visitors to the store - 45% in summer, 48% in fall, and 45% in winter.

The percentage of visitors who hold university degrees was highest in winter (26%) and lowest in the fall (20%).

Income

The median income of visitors to the Kilby General store climbs from $36,156 in the summer to $40,416 in the winter.

Place of Residence

During the summer months, almost half (48%) of visitors came to the General Store from the local area, and another 32% came from other locations in British Columbia. Ten out of 100 visitors came from the Unites States, and 4 of those were from Washington State. Other Canadian visitors accounted for 6% of the sample.

The fall group breaks down pretty well the same way the summer group does, except that the proportion of local visitors drops from 48 to 42%.

During the winter months, exactly half of all visitors came from the local area, but the other categories did not vary significantly from summer and fall levels

Mode of Transportation

The mode of transportation most used by visitors to the General Store was a car or truck, used by 81% of summer visitors, 78% of fall visitors, and 93% of winter visitors.

During the summer, 14% of visitors reported using a camper or motorhome. This figure jumped to 19% during the fall, but then fell to 8% during the winter.

Size and Composition of Party

The median party size was highest during the summer (2.21 people) and lowest during the winter (1.87 people).

Most people reported coming to the store with their families - 74% in summer, 69% in fall, and 57% in winter.

The proportion of people who came with friends climbed from 10% during the summer to 16% during the winter, and, overall, just over a tenth of visitors said they came with both friends and family during all three periods of the study.

Frequency and Length of Visit

The median number of visits in the past two years stayed steady from summer to winter, hovering around the .60 mark.

However, the median length of a visit was highest during the fall (1 hour and 2 minutes), and lowest in the winter (45 minutes).

MOTIVATIONS FOR ATTENDING

Reasons for Visiting the Site

The three reasons for visiting the Kilby General Store that summer visitors mentioned most were: "It interests me" (32%), been there before (30%), and to enjoy, or have fun (32%).

Fall visitors mentioned the same three reasons in the same order, but the proportion of people saying they visited the store because it interested them jumped to 43%.

Winter visitors responded differently. Most of them still mentioned that they visited because the store interested them (42%), and the second most mentioned reason was still "been there before," but the third most mentioned reason was "to learn something" (28%).

What Was Liked Most About the Site

Responses to the question varied from season to season. Summer visitors liked most: the General Store (18%), authenticity (12%), and "everything" (12%).

Fall visitors, however, mentioned: authenticity (15%), the staff (15%) and the General Store (14%).

Winter visitors mentioned: the staff (18%), the General Store (16%) and authenticity (14%).

What Was Liked Least About the Site

There was virtually nothing visitors disliked about this site.

VISITOR AWARENESS

Source of First Awareness of the Site

The most commonly mentioned first source of awareness was road signs, and the proportion of people mentioning this source climbed from 32% during the summer to 40% during the winter.

The next most mentioned first source of awareness was word of mouth, which was mentioned by 26% of visitors in summer, 24% in fall, and 32% in winter.

The proportion of people mentioning guidebooks and brochures was highest (37%) during the fall, and lowest during the winter (9%).

Given Better Awareness, Would the Visit Have Been Longer?

The proportion of people saying that their visit would have been longer if they had known what to expect was highest during the summer (27%), and lowest during the fall (18%).

Most people said they would have spent the same amount of time - 73% in summer, 81% in fall, and 79% in winter.

SUCCESS OF AUTHENTICITY

"Success of the Site in Presenting a True Picture of How Things Really Were."

The Kilby General Store scored very high on authenticity, with the percentage of people saying the store was very successfully authentic climbing from 81% in the summer to 91% in the winter.

Fewer than 1% of visitors said that the store was not very or not at all successful.

Importance of Authenticity for Enjoyment of the Site

During summer, fall and winter, just over 60% of visitors said that authenticity was very important to their enjoyment of the site. Almost all of the remaining respondents said authenticity was fairly important. From season to season, the responses vary only a few percentage points.

REGION 3:
OKANAGAN

REGIONAL SUMMARY

Overview

Visitors to Historic Hat Creek Ranch are more likely to come from the local area than are visitors to any other site in the study, and Historic Hat Creek Ranchattracts fewer visitors from outside the province than any other site.

Median party size at both sites tends to be large, compared to the other sites. The size of the fall parties to Historic Hat Creek Ranch was the largest observed at any site in any season. Visitors to Historic Hat Creek Ranch are also more likely to have visited more than once than visitors to the other sites.

Visitors to Historic Hat Creek Ranch were much more likely to stay at home the night before their visit than were visitors to any other site, and were least likely to use hotels or motels.

Signs were the source of first awareness for visitors who came to the Grist Mill at Keremeos by car to a greater extent than was true of any other site, although Cottonwood House was a close second. Word of mouth was more important for visitors to Historic Hat Creek Ranch than at any other site, although the Royal Museum was a close second in this case.

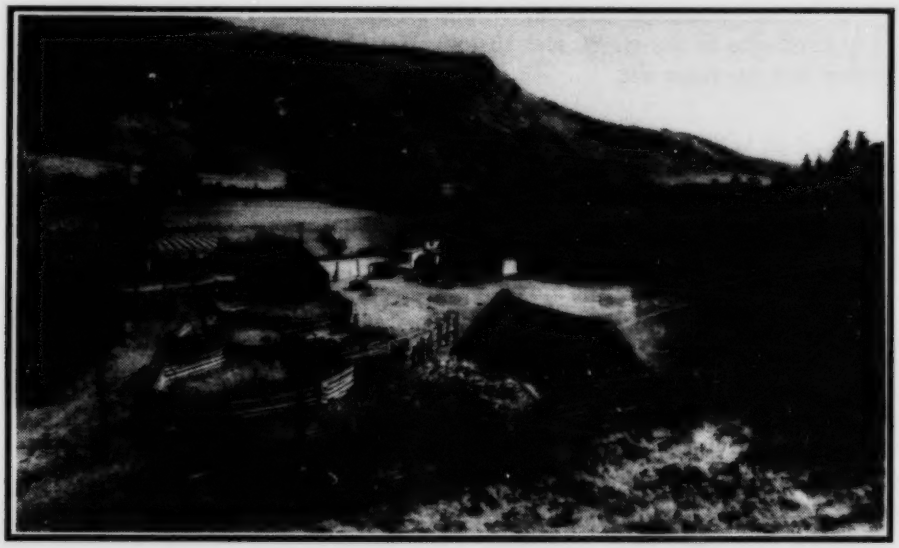
The Grist Mill at KEREMEOS >

Common Features

Visitors both to Historic Hat Creek Ranch and the Grist Mill at Keremeos rely primarily on the automobile to arrive at the site. Parties visiting both sites are mainly family groups. Both sites draw a low percentage of visitors with a university degree compared to some of the other sites.

Visitors to both sites agree that the reasons for their visit were "to learn something" and "because it interests me."

HISTORIC HAT CREEK RANCH >



Points of Difference

Historic Hat Creek Ranch is much more likely to draw its visitors from the local area than is the Grist Mill at Keremeos. The Grist Mill is also somewhat more likely to draw visitors from outside B.C., a phenomenon which is practically unknown at Historic Hat Creek Ranch.

In keeping with this pattern, visitors to Historic Hat Creek Ranch are much more likely to report that they stayed at home the night before their visit than is true at the Grist Mill at Keremeos. Camping and staying at hotels or motels is more common among visitors to the Grist Mill .

Signage produced the largest part of the visitors' awareness of the Grist Mill, while at Historic Hat Creek Ranch, word of mouth was the primary source of awareness.

Visitors to the Grist Mill at Keremeos saw the site as somewhat more successful in presenting a "true picture of how things really were" than did visitors to Historic Hat Creek Ranch (possibly because of the more complete restoration at Keremeos). Overall, however, authenticity is relatively less important to visitors at both sites when compared to sites in other areas.

Seasonal Differences

As is true generally, visitors in the fall were older than summer visitors. Local residents made up a higher proportion of visitors to both sites in the fall than in the summer. Fall visitors were also slightly more likely to be frequent visitors, and tend to spend more time at the sites.

The median income at the Grist Mill at Keremeos goes down from summer to fall (from $37,534 to $30,286), but at Historic Hat Creek Ranch, the median income goes up from summer to fall ($30,303 to $41,667).

In the fall, visitors who spend the previous night at home are more common than they are in the summer, and campers are less common.

VISITOR PROFILE

Sex

The Grist Mill at Keremeos

There is a better balance of male and female visitors at the Grist Mill at Keremeos than there was at previously mentioned sites, with 51% of summer visitors and 46% of fall visitors being male.

Historic Hat Creek Ranch

At Historic Hat Creek Ranch, however, women outnumber men by a ratio of 3 to 2 during both the summer and fall periods.

Age

The Grist Mill at Keremeos

The median age of visitors at the Grist Mill at Keremeos was higher during the fall (42.7) than it was during the summer (42.4), while the pattern of visitors to Historic Hat Creek Ranch is similar but more pronounced (median age of 39.3 during the summer and 47.7 during the fall).

More children under the age of 15 visited the Grist Mill at Keremeos (13% in the summer and 10% in the fall) than visited Historic Hat Creek Ranch (7% and 5%, respectively). Twenty-six percent of summer visitors to tghe Grist Mill were over the age of 54, compared to 43% of fall visitors. By contrast, 32% of visitors to Historic Hat Creek Ranch were over the age of 54 during both seasons.

Historic Hat Creek Ranch

The age pattern is the same at Historic Hat Creek Ranch as it is at the Grist Mill at Keremeos, except the median age of fall visitors is even higher (47.7) and the median age of summer visitors is lower (39.9).

Education

The Grist Mill at Keremeos

The largest group of visitors to the Grist Mill at Keremeos had an education of grade 12 or less - 46% in the summer and 51% in the fall. About a fifth of the visitors had a university degree during either season.

Historic Hat Creek Ranch

Visitors with a grade 12 education or less were in the majority at Hat Creek Ranch during both the summer (58%) and the winter (64%). Thirteen percent of summer visitors held a university degree, as did 20% of fall visitors.

Income

The Grist Mill at Keremeos

The median income of visitors at the Grist Mill at Keremeos was higher during the summer ($37,534) than it was during the fall ($30,286).

Historic Hat Creek Ranch

However, the pattern is different at Historic Hat Creek Ranch, with the highest median income occurring in the fall ($41,667) and the lowest during the summer ($30,303).

Place of Residence

The Grist Mill at Keremeos

During the summer, 23% of visitors to the Grist Mill at Keremeos were from the local area, and another 46% came from other parts of British Columbia. Most of the other Canadian visitors came from Alberta (9% of all visitors), and most American visitors came from Washington state (4% of all visitors).

During the fall, 38% of visitors came from the local area, and 43% came from other parts of British Columbia. The percentage of visitors from Alberta drops to 4%, and visitors from Washington account for 3% of all visitors.

Historic Hat Creek Ranch

Most visitors to Historic Hat Creek Ranch during the summer come from the local area (51%), and this figure climbs to 68% in the fall. The percentage of visitors from the rest of B.C. falls from 36% to 27% in fall, and the percentage of visitors from Alberta stays at 4% or 5%, but the percentage of visitors from other points of origin falls to zero.

Mode of Transportation

The Grist Mill at Keremeos

During the summer, most visitors came to the Grist Mill at Keremeos by car or truck (80%), and this was even higher in the fall (85%). As expected, the percentage of people who came by camper or motorhome decreased from 17% in the summer to 9% in the fall. Eleven percent of summer visitors said they used an airplane for part of their trip.

Historic Hat Creek Ranch

The percentage of people who came by car or truck was even higher at Historic Hat Creek Ranch - 87% in summer and 90% in fall. Thirteen percent of summer visitors reported coming in a camper or motorhome, and this figure dropped to 7% in the fall.

Size and Composition of Party

The Grist Mill at Keremeos

The median party size was higher at the Grist Mill at Keremeos during the summer (2.54) than it was during the fall (2.51), and 77% of visitors reported coming with their families in both summer and fall. The percentage of people who came with friends rose from 9% during the summer to 12% during the fall, and the percentage of people who came with both friends and family was 10% in summer and 6% in fall.

Historic Hat Creek Ranch

The median party size at Historic Hat Creek Ranch was higher during the fall (3.56 people) than it was during the summer (2.96 people).

As is true of the other sites, most visitors come either with their families or with family and friends.

Frequency of Visits and Length of Stay

The Grist Mill at Keremeos

The median number of visits made by people at the Grist Mill at Keremeos was .58 during the summer, and it went up to .61 during the fall. From summer into fall, the median length of stay climbed negligibly from 40 to 41 minutes.

Historic Hat Creek Ranch

During the fall, the median number of visits was higher (.82) than it was during the summer (.67). The median length of stay was also higher in the fall (2 hours and 40 minutes) than it was during the summer (1 hour and 19 minutes).

Previous Night's Accommodation

The Grist Mill at Keremeos

Almost a third of summer visitors to the Grist Mill at Keremeos were camping during the summer, 25% were staying at home, 22% were staying at a hotel, and 20% were staying with friends or relatives.

During the fall, most visitors (39%) were staying at home, 27% were staying at a hotel or motel, and 21% were staying with friends or relatives.

Historic Hat Creek Ranch

More than half (52%) of all visitors to Historic Hat Creek Ranch during the summer were staying at home, 21% were staying with friends or relatives, and 15% were camping.

During the fall, of course, an even higher percentage of visitors (66%) were staying at home, 19% were staying with friends or relatives, and only 8% were camping.

MOTIVATIONS FOR ATTENDING

Reasons for Visiting the Site

The Grist Mill at Keremeos

The three most mentioned reasons for visiting the site given by summer visitors were: " To learn something" (40%), "Interests me" (35%) and "I was curious" (28%).

Fall visitors mention the same three reasons, but in a different order. Forty-two percent said "Interests me," 37% said "To learn something," and 26% said "I was curious."

Historic Hat Creek Ranch

During the summer, Hat Creek Ranch's visitors first mentioned that they visited because Historic Hat Creek Ranch interested them (35%), then because they wanted to learn something (33%), and then because they were curious (28%).

Fall visitors mentioned a different set of reasons. First, they mentioned that they visited for a special event (31%), then because Historic Hat Creek Ranch interested them (20%) and then to learn something (13%).

What Was Liked Most About the Site

The Grist Mill at Keremeos

Summer visitors to the Grist Mill at Keremeos mentioned that they liked the water wheel best (24%), the setting and location (22%), and the staff (17%).

Fall visitors mentioned liking the setting and location the most (31%), then the mill (17%) and then the water wheel (16%).

Historic Hat Creek Ranch

Summer visitors to Historic Hat Creek Ranch liked most the sense of history (21%), the buildings (16%) and the guide's stories (15%).

Fall visitors, on the other hand, liked most the buildings (14%), the authenticity (9%), and the setting (6%).

What Was Liked Least About the Site

The Grist Mill at Keremeos

During the summer, 13% of visitors liked least that the mill was not working, but in the fall, nothing was disliked.

Historic Hat Creek Ranch

Summer visitors to Historic Hat Creek Ranch mention three things they liked least: the site was difficult to find (13%), the lack of furnishings (9%) and the incomplete restoration (9%).

Fall visitors, however, only mentioned the lack of furnishings (14%) and that the site was difficult to find (6%).

VISITOR AWARENESS

Source of First Awareness of the Site

The Grist Mill at Keremeos

Summer visitors to the Grist Mill at Keremeos most mentioned the following sources of information: road signs (45%), word of mouth (18%) and a guidebook or brochure (12%).

Fall visitors mentioned road signs first (39%), then word of mouth (28%), followed by radio and television (9%).

Historic Hat Creek Ranch

Most summer visitors to Historic Hat Creek Ranch said that they first learned about it by word of mouth (54%), and another 16% said that they have always known about Hat Creek Ranch.

Most winter visitors also mentioned that word of mouth was their first source of awareness (57%), and another 16% said that they have always know, and 12% said they first read about it in newspapers and magazines.

Given Better Awareness, Would the Visit Have Been Longer?

The Grist Mill at Keremeos

The percentage of people who said they would have spent the same amount of time fell from 80% to 61% from summer to fall and correspondingly, the percentage of people who said they would have spent more time climbed from 20% to 37%.

Historic Hat Creek Ranch

The proportion of people saying they would have spent as much time at Historic Hat Creek Ranch did not vary much from summer to fall, staying at 68% or 69%. As well, the percentage of people saying they would have spent more time stayed at about 30%.

SUCCESS OF AUTHENTICITY

"Success of the Site in Presenting a True Picture of How Things Really Were."

The Grist Mill at Keremeos

From summer to fall, the percentage of people who said the Grist Mill at Keremeos was very successfully presenting things as they really were climbed from 68% to 73%. The percentage of people saying that the site was fairly successful dropped from 32% to 27%, and nobody said the site was not very or not at all successful.

Historic Hat Creek Ranch

At Historic Hat Creek Ranch, a higher proportion of summer visitors felt Historic Hat Creek Ranch was very successful at presenting things as they really were (63%) than fall visitors (58%), but the difference is barely significant. Almost all other respondents said the site was fairly successful.

Importance of Authenticity for Enjoyment of the Site

The Grist Mill at Keremeos

Most visitors felt that authenticity was very important for their enjoyment of the site, with 57% of summer visitors and 65% of fall visitors saying this was the case. Almost all other respondents said authenticity was fairly important.

Historic Hat Creek Ranch

Compared to respondents at other sites, Historic Hat Creek Ranch's visitors felt authenticity was somewhat less important. Only 50% of summer visitors said authenticity was very important, but this figure rose to 56% in the fall. Forty-six percent of summer visitors said that authenticity was fairly important for their enjoyment of the site, and 36% of fall visitors said the same. In the fall group, six percent actually said that authenticity was not very important to them.

REGION 4:
KOOTENAYS

REGIONAL SUMMARY

Overview

Compared to visitors at other sites, summer visitors to Fort Steele Heritage Town are relatively young while fall visitors are older than the average at the other sites. During the fall, Fort Steele attracts a very high proportion of visitors in the 55 and over age range (although Barkerville Historic Town attracts even more older visitors).

Bandstand at ^
FORT STEELE

Fort Steele attracts very few local residents, and relatively few from the rest of B.C. Alberta, not surprisingly, supplies a large percentage of Fort Steele's visitors.

Visitors to Fort Steele, like those to Barkerville and Cottonwood House, had a high proportion of campers, both during the summer and the fall. Fort Steele visitors were also more likely to use hotels or motels than visitors to any other site outside Victoria.

Seasonal Differences

The median income of visitors to Fort Steele is higher in summer ($37,534) than it is in fall ($30,286).

Visitors to this site came from points of origin which were more diverse than they were at other sites, with most of summer visitors coming from Alberta and most of the fall visitors coming from British Columbia, but from outside the local area.

The median party size at this site was bigger during the summer than it was during the fall, and, as we have seen at most of the other sites, most people came with their families.

A higher percentage of fall than summer visitors said they first learned about the site from road signs.

VISITOR PROFILE

Sex

As we have found at the other sites, more women than men visit Fort Steele, but the percentage of male visitors did climb from 42% to 45% from summer to fall.

Age

The median age of visitors to Fort Steele was lower in the summer (38.5) than it was in the fall (52.5).

A very small percentage of summer visitors were 15 or under (7%), and 23% were 54 or older. The proportion of people over 54 climbed to 47% in the fall.

Education

The segmentation of visitors by educations is practically identical in both the summer and fall, with about 42% of visitors having grade 12 or less, and a quarter having a university degree.

Income

The median income of visitors to Fort Steele drops from $37,534 in the summer to $30,286 in the fall.

Place of Residence

The places of residence of visitors to Fort Steele are somewhat more dispersed than they are for many of the other sites. During the summer, the four top points of origin were: Alberta (30%), other parts of British Columbia (20%), the United States other than Washington, Oregon and California (15%), and Washington State (11%).

During the fall, however, the largest portion of visitors came from other parts of B.C. (27%), the next largest came from Alberta (17%), then from the United States other than California, Washington and Oregon (14%), and then from Washington State (11%).

Mode of Transportation

The proportion of visitors who used a car or truck to get to Fort Steele was virtually the same in summer as it was in fall: about 73%. As well, the proportion of people who came by camper and motorhome was almost the same in summer as it was in fall: 21% to 24%.

Size and Composition of Party

The median party size at Fort Steele fell from 3.05 during the summer months to 1.74 during the winter; however, the proportion of visitors who came with their families stayed about the same at roughly 70%. During both seasons, the proportion of people who came with friends was just over 10% and so was the proportion of people who came with both friends and family.

Frequency and Length of Stay

The median number of visits in the past two years fell slightly from .65 to .61 from summer to fall, and the median length of stay was longer in the summer (2 and ½ hours) than it was during the fall (2 hours).

Previous Night's Accommodations

Campers made up the largest group of visitors during the summer (40%), followed by people who were staying in either hotels or motels (35%), and then by people who were staying at home or with friends (14%).

During the fall, 43% of visitors were staying at a hotel or motel, 34% were camping and 13% were staying at home.

MOTIVATIONS FOR ATTENDING

Reasons for Attending

The three reasons for visiting Fort Steele most frequently mentioned by summer visitors were: "to enjoy and have fun" (28%), "it interests me" (25%), and "to learn something" (22%).

During the fall, the most mentioned reason for visiting the site was "it interests me" (41%), followed by "to learn something" (32%) and then by "to enjoy and have fun" (20%). Another twenty percent mentioned that they came because they had been there before.

What Was Liked Most About the Site

Summer visitors liked the street skits (15%) and the Wild Horse Theatre (13%) the most. On the other hand, in the fall, when the street skits and the theatre are no longer operating, visitors were more struck by the buildings (13%), the museum (13%) and the authenticity (12%).

What Was Liked Least About the Site

Summer visitors were most annoyed by the fact that they could not enter some buildings (11%). This dropped to 5% during the fall.

VISITOR AWARENESS

Source of First Awareness of the Site

The three most mentioned sources of information were: word of mouth (38% in the summer and 27% in the fall), road signs (18% in the summer and 27% in the fall) and guidebooks and brochures (15% in the summer and 20% in the fall).

Given Better Awareness, Would Visit Have Been Longer?

During both summer and fall, about 70% of visitors said they would have spent the same amount of time – given better awareness of the site – and the rest said they would have spent more time.

SUCCESS OF AUTHENTICITY

"Success of the Site in Presenting a True Picture of How Things Really Were"

The percentage of visitors who said Fort Steele was very successfully presenting things as they really were rose from 65% during the summer to 78% in the fall. Almost all other respondents said the site was fairly successful.

Importance of Authenticity for Enjoyment of the Site

During the summer, 65% of visitors said authenticity was very important to their enjoyment of the site, and this figure rose to 78% in the fall. Almost all remaining respondents said that authenticity was fairly important to them.

REGION 5:
CARIBOO

REGIONAL SUMMARY

Overview

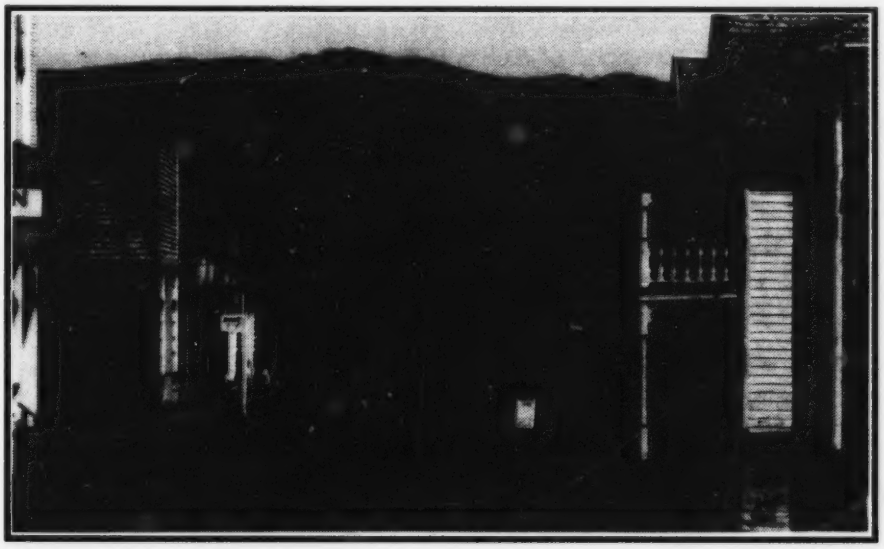
Cottonwood House and Historic Hat Creek are alike in the large proportion of their visitors who are women. Visitors to Cottonwood House are better educated than visitors to any other site in the study.

Both Barkerville Historic Town and Cottonwood House are like Fort Steele and the Royal B.C. Museum in that they attract very few visitors (relatively speaking, at least) from the local area. They are unique, on the other hand, in their reliance on visitors from the rest of the province, as opposed to visitors from outside B.C.

Visitors to Barkerville and Cottonwood House are the most enthusiastic campers of all the visitors in the study, followed closely by visitors to Fort Steele.

Signs are more important as a source of awareness to visitors to Cottonwood House than at any other site except Keremeos. At Barkerville, reputation (word of mouth plus "always known") is more important than anywhere else, with Hat Creek a close second.

Main Street of >
BARKERVILLE HISTORIC TOWN
St. Saviours Church



Common Features

Visitors to Barkerville and Cottonwood House are similar in age, income and origin (except that few of the Washington tourists who go to Barkerville stop at Cottonwood House).

Visitors to both sites use similar overnight accommodations, and have similar reasons for visiting the two sites.

Points of Difference

Visitors to the two sites differ in that visitors to Cottonwood House are more likely to be female and tend to be better educated than visitors to Barkerville.

Visitors to Barkerville are more likely to come by bus than those who visit Cottonwood House, suggesting that bus tours to Barkerville do not stop at Cottonwood House.

There is a marked difference in the sources of awareness of the two sites. For Barkerville, visitors say they have always known abut the site or that they heard about it through word of mouth. For Cottonwood House, awareness is much more a function of seeing signs and seeing a guidebook or brochure.

Visitors to Cottonwood House were more likely than visitors to Barkerville to feel that the site was very successful in presenting a true picture of how things really were.

Seasonal Differences

Because Cottonwood House collected data only during the summer months, we will not be able to comment on seasonal differences at that site.

From summer to fall, the proportion of male to female visitors at Barkerville climbed a little.

The median age of visitors at Barkerville rose from summer to fall.

A higher percentage of visitors at Barkerville had a university education during the summer than the during the fall.

The median income of visitors at Barkerville fell from summer to fall, as it did at many of the other sites.

Also, as we have seen at other sites, the median party size fell at Barkerville from summer to fall.

The median length of stay at Barkerville fell in the fall, as it did at many of the other sites.

During the summer, the highest proportion of visitors at Barkerville were camping, but during the fall, most were staying at a hotel.

The reasons for visiting Barkerville were quite different during the fall, with the highest proportion of summer visitors saying they visited because they wanted to have fun, and the highest proportion of fall visitors saying they came because the site interested them.

VISITOR PROFILE

Sex

Barkerville

From summer to fall, the proportion of male visitors climbed from 42% to 51%.

Cottonwood House

Women visitors at Cottonwood House outnumbered men visitors by a ratio of 3 to 2.

Age

Barkerville

The median age of visitors at Barkerville went up from summer (40.2 years) to fall (49.5 years). Only 5% of summer visitors to the site are children 15 years of age or younger, and this figure drops to 1% in the fall. People over the age of 54 made up 54% of the summer total of visitors, and 43% of the fall total.

Cottonwood House

The median age of visitors at Cottonwood House during the summer was 42.2 years. People over the age of 54 made up 26% of the sample and children 15 or under made up another tenth of the sample.

Education

Barkerville

The percentage of visitors to Barkerville with a grade 12 education or less was about the same during both summer and fall (about 20%). However, the percentage of visitors with a university degree fell from summer (21%) to fall (16%).

Cottonwood House

Visitors to Cottonwood House were more educated than visitors to any of the other sites, with 54% of them holding a university degree, and 16% having a grade 12 education or less.

Income

Barkerville

The median income of summer visitors to the site fell from summer ($38,598) to fall ($34,167).

Cottonwood House

The median income of summer visitors to Cottonwood House was $39,622.

Place of Residence

Barkerville

The biggest group of visitors to Barkerville during the summer came from other parts of British Columbia (64%). The next biggest group came from Washington state (17%), and then from Alberta (10%).

During the fall, the largest proportion of visitors came from the same areas, but in different

percentages. Forty-four percent came from other parts of B.C., 16% came from Washington State, and another 16% came from Alberta.

Cottonwood House

Fifty-seven percent of Cottonwood House's summer visitors came from other parts of British Columbia. Nine percent were local residents, and eight percent were from Alberta. The Washington visitors who go to Barkerville do not often stop at Cottonwood House (3% of all visitors were from Washington).

Mode of Travel

Barkerville

The three modes of transportation most mentioned by visitors to Barkerville during the summer were: car or truck (71%), motorhome or camper (29%) and bus (27%). Percentages do not add up exactly to 100% because respondents were invited to list more than one mode of transportation.

Fall visitors came mostly by car or truck (66%) and by camper or motorhome (29%).

Cottonwood House

Most visitors to Cottonwood House came by car or truck (62%) or by camper or motorhome (32%).

Size and Composition of Party

Barkerville

The median party size at Barkerville was higher during the summer (2.65) than it was during the fall (1.73).

Most summer visitors came with family, with 72% saying they came with family and 12% saying they came with both friends and family.

Once again, during the fall, most visitors to Barkerville came with their families (67%), with another 9% saying they came with both friends and family. Fifteen percent came with friends.

Cottonwood House

Sixty-nine percent of summer visitors came with family, and 14% said they came with both friends and family.

Frequency of Visits and Length of Stay

Barkerville

The median number of visits in the past two years by visitors to Barkerville was slightly higher during the summer (.63) than it was during the fall (.57), as was the median length of visit, which was 3 hours and 56 minutes during the summer and 3 hours and 19 minutes in the fall.

Cottonwood House

The median number of visits in the past two years at Cottonwood House was .62, and the median length of the visit in hours was 1 hour and 19 minutes.

Previous Night's Accommodation

Barkerville

During the summer, many visitors to Barkerville were camping (46%). Twenty-eight percent were staying at hotels or motels, and 13% were staying at home.

During the fall, however, more visitors had spent the previous night in a hotel or motel (45%), and another 37% were camping.

Cottonwood House

Forty-six percent of visitors to Cottonwood House during the summer were camping, 24% were staying at a hotel or motel and 17% spend the previous night at home.

MOTIVATIONS FOR ATTENDING

Reasons for Visiting the Site

Barkerville

Summer visitors at Barkerville mentioned three main reasons for visiting the site: "to enjoy and have some fun" (29%), "to learn something" (27%), and "It interests me" (24%).

Fall visitors respond differently, saying first that they came because Barkerville interested them (39%), then because they wanted to learn something (28%), and then because they felt they shouldn't miss it (27%).

Cottonwood House

Visitors to Cottonwood House visited first because they were interested (40%), secondly because they wanted to learn something (27%), and thirdly because they wanted to enjoy and have fun (20%).

What Was Liked Most About the Site

Barkerville

Summer visitors to Barkerville liked best the Royal Theatre (15%) and the authenticity (11%).

Fall visitors on the other hand like the authenticity (12%) and Judge Begbie at the courthouse (12%).

Cottonwood House

We have no data on what Cottonwood House visitors liked most about the site.

What Was Liked Least About the Site

Barkerville

The fall group mentioned that they liked least the off-season closure of displays (16%).

Cottonwood House

Once again, we have no data telling us what visitors to Cottonwood House liked least about the site.

VISITOR AWARENESS

Source of First Awareness of the Site

Barkerville

Most summer visitors to Barkerville report either that they first learned about it by word of mouth (39%), or that they have always known about it (37%).

During the fall, visitors mentioned the same two sources of information, but there was an increase in the proportion of people who said they first learned about the site from a guidebook - from 9% in the summer to 16% in the fall.

Cottonwood House

The three most mentioned sources of first awareness of Cottonwood House were: road signs (35%), word of mouth (21%) and guidebook or brochure (15%).

Given Better Awareness, Would Visit Have Been Longer?

Barkerville

Given better awareness, 75% of summer visitors at Barkerville would have spent the same amount of time, and the rest would have spent more time.

During the fall, 65% of visitors said they would have spent the same amount of time, and the rest would have spent more time.

Cottonwood House

Seventy-eight percent percent of visitors to Cottonwood House said they would have spent the same amount of time at the site if they had known what to expect, but the rest said they would have spent more time.

SUCCESS OF AUTHENTICITY

"Success of the Site in Presenting a True Picture of How Things Really Were."

Barkerville

Barkerville received a slightly lower rating on authenticity than the other sites, but it is also true that authenticity was not as important to visitors to the site as it was to visitors at other sites. During both the summer and the fall, about 70% of visitors said the site was very successfully presenting things as they really were, and the rest said the site was doing so fairly successfully.

Cottonwood House

Four out of five visitors to Cottonwood House said the site was very successfully presenting things as they really were, and the remaining person said the site was doing so fairly successfully.

Importance of Authenticity for Enjoyment of the Site

Barkerville

During the summer, only 59% of visitors at Barkerville said authenticity was very important to

their enjoyment of the site, 37% said it was fairly important, and 1 person in 20 said authenticity was not very important.

During the fall, the percentage of people who said authenticity was very important rose to 62%, 32% said authenticity was fairly important, and 5% said it was not very important.

Cottonwood House

Most visitors at Cottonwood said authenticity was very important to them (62%) and almost all other visitors said authenticity was fairly important to them.

III. DATA TABULATIONS

REGION 1:
Vancouver Island/Coast

1. Demographic Segmentation of Visitors

a. Sex of Visitors
(Entries are Percent Male)

	SUMMER	FALL	WINTER
i. **Royal B.C. Museum**	45	41	39
ii. **Point Ellice House**	43	NA	NA
iii. **Craigflower Farmhouse and Schoolhouse**	42	31	NA

b. Age of Visitors

	SUMMER	FALL	WINTER
i. **Royal B.C. Museum**			
Median Age	36.6	47.6	39.9
*Percent 14 or less	10.0	1.0	2.0
Percent 55 or over	20.0	38.0	26.0

* School groups are not included in this sample.

ii. **Point Ellice House**			
Median Age	43.9	NA	NA
Percent 14 or less	8.0	NA	NA
Percent 55 or over	25.0	NA	NA
iii. **Craigflower Farmhouse and Schoolhouse**			
Median Age	38.9	52.1	NA
Percent 14 or less	13.0	5.0	NA
Percent 55 or over	22.0	47.0	NA

c. Education of Visitors

	SUMMER (%)	FALL (%)	WINTER (%)
***i.* Royal B.C. Museum**			
Grade 12 or less	29	22	29
University Degree	42	42	38
***ii.* Point Ellice House**			
Grade 12 or less	32	NA	NA
University degree	39	NA	NA
***iii.* Craigflower Farmhouse and Schoolhouse**			
Grade 12 or less	37	37	NA
University Degree	32	26	NA

d. Income of Visitors

(Entries are Median Income)

	SUMMER	FALL	WINTER
***i.* Royal B.C. Museum**	$49,663	$48,017	$40,085
***ii.* Point Ellice House**	$47,000	NA	NA
***iii.* Craigflower Farmhouse and Schoolhouse**	$42,500	$44,054	NA

e. Place of Residence

	SUMMER (%)	FALL (%)	WINTER (%)
***i.* Royal B.C. Museum**			
Local Resident	6	10	21
Other B.C.	17	15	21
Alberta	4	3	5
Other Canada	7	7	13
Washington	17	16	19
Oregon	7	6	3
California	13	14	5
Other U.S.	21	19	7
Other	8	10	6
	100%	100%	100%

ii. **Point Ellice House**

	SUMMER (%)
Local Resident	28
Other B.C.	18
Alberta	7
Other Canada	5
Washington	12
Oregon	6
California	12
Other U.S.	7
Other	5
	100%

iii. **Craigflower Farmhouse and Schoolhouse**

	SUMMER (%)	FALL (%)
Local Resident	30	32
Other B.C.	20	19
Alberta	10	2
Other Canada	5	5
Washington	11	9
Oregon	6	6
California	8	16
Other U.S.	7	5
Other	3	6
	100%	100%

f. Mode of Transportation

i. **Royal B.C. Museum**

	SUMMER (%)	FALL (%)	WINTER (%)
Auto	55	54	59
Bus	12	12	13
Motorhome/Camper	5	4	1
On foot	9	10	13
Airplane	29	34	16
Ferry	47	45	39

	SUMMER (%)	FALL (%)	WINTER (%)
ii. **Point Ellice House**			
Auto	78		
Bus	4		
Motorhome/Camper	7		
On foot	3		
Airplane	19		
Ferry	27		
iii. **Craigflower Farmhouse and Schoolhouse**			
Auto	77	76	
Bus	5	6	
Motorhome/Camper	10	8	
On foot	7	5	
Airplane	15	18	
Ferry	30	29	

g. Size and Composition of Party

	SUMMER	FALL	WINTER
i. **Royal B.C. Museum**			
Median Party Size	2.23	1.66	1.82
Family	63	61	54
Friends	15	17	22
Both	10	7	8
Tour	5	4	2
Alone	5	9	9
Other	2	2	5
	100%	100%	100%

ii. **Point Ellice House**	
Median Party Size	1.96
Family	77
Friends	8
Both	7
Tour	2
Alone	5
Other	1
	100%

	SUMMER (%)	FALL (%)
***iii.* Craigflower Farmhouse and Schoolhouse**		
Median Party Size	2.22	1.65
Family	76	70
Friends	9	17
Both	5	7
Tour	5	2
Alone	4	3
Other	1	1
	100%	100%

h. Frequency of Visits and Length of Stay

	SUMMER	FALL	WINTER
***i.* Royal B.C. Museum**			
Median number of visits in past two years	.63	.65	.81
Median length of visit in hours	2.17	2.21	2.1
***ii.* Point Ellice House**			
Median number of visits in past two years	.55		
Median length of visit in hours	.78		
***iii.* Craigflower Farmhouse and Schoolhouse**			
Median number of visits in past two years	.55	.54	
Median length of visit in hours	.84	.94	

i. Previous Night's Accommodation

	SUMMER (%)	FALL (%)	WINTER (%)
***i.* Royal B.C. Museum**			
Hotel/Motel	53	60	47
Bed and breakfast	7	5	6
Camping	11	6	2
Friends/Relatives	10	13	16
At home	11	12	26
Cruise ship	2	1	1
Other	6	3	2
	100%	100%	100%

	SUMMER (%)
***ii.* Point Ellice House**	
Hotel/Motel	38
Bed and breakfast	4
Camping	14
Friends/Relatives	12
At home	29
Cruise ship	0
Other	3
	100%

	SUMMER (%)	FALL (%)
***iii.* Craigflower Farmhouse and Schoolhouse**		
Hotel/Motel	46	40
Bed and breakfast	3	4
Camping	16	10
Friends/Relatives	8	12
At home	26	33
Cruise ship	0	0
Other	1	1
	100%	100%

2. Motivations for Attendance

a. Reasons for Visiting the Site

i. **Royal B.C. Museum**

	SUMMER (%)	FALL (%)	WINTER (%)
Show my children	10	4	10
Enjoyment, have fun	25	29	23
Learn something	36	38	33
Interests me	31	38	28
For a special event	4	2	7
Been there before	15	18	20
Curious	12	9	7
Shouldn't miss it	12	9	17

ii. **Point Ellice House**

	SUMMER (%)
Show my children	9
Enjoyment, have fun	21
Learn something	79
Interests me	15
For a special event	3
Been there before	7
Curious	21
Shouldn't miss it	12

iii. **Craigflower Farmhouse and Schoolhouse**

	SUMMER (%)	FALL (%)
Show my children	11	7
Enjoyment, have fun	17	18
Learn something	39	44
Interests me	35	50
For a special event	7	5
Been there before	4	3
Curious	17	15
Shouldn't miss it	7	9

b. What was Liked Most About the Site

	SUMMER (%)	FALL (%)	WINTER (%)
***i.* Royal B.C. Museum**			
First Peoples' exhibit	16	12	13
Exhibits/displays generally	15	9	11
Open Ocean	13	8	9
Old Town	11	12	9
Natural History display	11	3	8
Authenticity	6	7	8
"Everything"	5	7	8
Birds of Prey exhibit	5	5	1
Forest/seashore	3	7	8

	SUMMER (%)
***ii.* Point Ellice House**	
Artifacts/Antiques	25
Authenticity	16
Sense of history	11
Exhibits/displays	8
Guide/knowledge of staff	8
"Everything"	6
Grounds	6

	SUMMER (%)	FALL (%)
***iii.* Craigflower Farmhouse and Schoolhouse**		
Sense of History	12	*
Artifacts/antiques	9	8
Authenticity	8	7
Schoolhouse/ classroom	7	*
Restoration	6	5
Guides	5	6
Buildings	*	14
Exhibits/displays	*	8

* less than 5 percent

c. What was Liked Least About the Site

	SUMMER (%)	FALL (%)	WINTER (%)
***i.* Royal B.C. Museum**			
Specific Display (various)	11	10	12
"Nothing"	10	10	13
Confusing floor plan	5	5	2
Entrance fee	4	4	8

	SUMMER (%)
***ii.* Point Ellice House**	
The surroundings	10
Incomplete restoration	9
"Nothing"	8

	SUMMER (%)	FALL (%)
***iii.* Craigflower Farmhouse and Schoolhouse**		
"Nothing"	13	9
Schoolhouse	6	*
Not enough to see	5	*
Location/Roads	*	5

* less than 5 percent

3. Visitor Awareness

a. Source of First Awareness of the Site

i. **Royal B.C. Museum**

	SUMMER (%)	FALL (%)	WINTER (%)
Newspaper/magazine	3	2	1
Radio/TV	0	1	0
Guidebook/brochure	19	20	12
Signs	4	5	1
Word of Mouth	47	42	45
Travel Agent	3	3	1
Travel Infocentre	1	1	1
Always known	14	19	27

ii. **Point Ellice House**

	SUMMER (%)
Newspaper/magazine	9
Radio/TV	1
Guidebook/brochure	47
Signs	4
Word of Mouth	20
Travel Agent	0
Travel Infocentre	2
Always known	11

iii. **Craigflower Farmhouse and Schoolhouse**

	SUMMER (%)	FALL (%)
Newspaper/magazine	7	8
Radio/TV	1	0
Guidebook/brochure	38	39
Signs	13	14
Word of Mouth	11	17
Travel Agent	*	0
Travel Infocentre	2	3
Always known	15	13

* less than 1 percent

b. Given Better Awareness, Would Visit Have Been Longer?

	SUMMER (%)	FALL (%)	WINTER (%)
***i.* Royal B.C. Museum**			
Would have spent more time	33	34	25
Would have spent same time	65	66	72
Would have spent less time	2	0	3
	100%	100%	100%

	SUMMER (%)
***ii.* Point Ellice House**	
Would have spent more time	20
Would have spent same time	80
Would have spent less time	*
	100%

* less than 1 percent

	SUMMER (%)	FALL (%)
***iii.* Craigflower Farmhouse and Schoolhouse**		
Would have spent more time	16	5
Would have spent same time	82	95
Would have spent less time	2	*
	100%	100%

* less than 1 percent

4. Authenticity

a. Success of Authenticity

"Success of the site in presenting a true picture of how things really were."

	SUMMER (%)	FALL (%)	WINTER (%)
***i.* Royal B.C. Museum**			
Very successful	81	81	82
Fairly successful	19	19	17
Not very successful	0	0	1
Not at all successful	0	0	0
	100%	100%	100%

	SUMMER (%)
***ii.* Point Ellice House**	
Very successful	86
Fairly successful	13
Not very successful	0
Not at all successful	1
	100%

	SUMMER (%)	FALL (%)
***iii.* Craigflower Farmhouse and Schoolhouse**		
Very successful	63	72
Fairly successful	35	27
Not very successful	2	1
Not at all successful	0	0
	100%	100%

b. Importance of Authenticity

"Importance of authenticity for enjoyment of the site."

i. **Royal B.C. Museum**

	SUMMER (%)	FALL (%)	WINTER (%)
Very important	72	71	71
Fairly important	25	27	27
Not very important	3	2	2
Not at all important	0	0	0
	100%	100%	100%

ii. **Point Ellice House**

	SUMMER (%)
Very important	72
Fairly important	25
Not very important	3
Not at all important	0
	100%

iii. **Craigflower Farmhouse and Schoolhouse**

	SUMMER (%)	FALL (%)
Very important	52	55
Fairly important	42	41
Not very important	6	4
Not at all important	0	0
	100%	100%

REGION 2:
Lower Mainland/Southwest

1. Demographic Segmentation of Visitors

a. Sex of Visitors

(Entries are Percent Male)

	SUMMER	FALL	WINTER
i. **Kilby General Store**	46	48	49

b. Age of Visitors

	SUMMER	FALL	WINTER
i. **Kilby General Store**			
Median Age	41.5	46.5	42.3
Percent 14 or less	6.0	2.0	5.0
Percent 55 or over	30.0	40.0	13.0

c. Education

	SUMMER (%)	FALL (%)	WINTER (%)
i. **Kilby General Store**			
Grade 12 or less	45	48	45
University Degree	25	20	26

d. Income

(Entries are Median Income)

	SUMMER	FALL	WINTER
i. **Kilby General Store**	$34,156	$38,197	$40,416

e. Place of Residence

	SUMMER (%)	FALL (%)	WINTER (%)
***i.* Kilby General Store**			
Local Resident	48	42	50
Other B.C.	32	35	34
Alberta	1	1	2
Other Canada	5	6	4
Washington	4	5	5
Oregon	2	0	0
California	2	2	1
Other U.S.	2	3	0
Other	4	6	4

f. Mode of Travel

	SUMMER (%)	FALL (%)	WINTER (%)
***i.* Kilby General Store**			
Car/Truck	81	78	93
Bus	1	4	1
Camper/Motorhome	14	19	8
On foot	1	1	1
Airplane	6	11	6
Ferry	3	4	2

g. Size and Composition of Party

	SUMMER	FALL	WINTER
***i.* Kilby General Store**			
Median Party Size	2.21	1.89	1.87
Family	75	71	58
Friends	10	14	16
Both	12	10	14
Tour	1	1	4
Alone	2	4	8
	100%	100%	100%

h. Frequency and Length of Visit

	SUMMER	FALL	WINTER
***i.* Kilby General Store**			
Median number of visits in past two years	.60	.61	.58
Median length in hours	.87	1.04	.75

i. Previous Night's Accommodation

	SUMMER (%)	FALL (%)	WINTER (%)
***i.* Kilby General Store**			
Hotel/Motel	15	17	30
Bed and Breakfast	1	0	0
Camping	33	25	5
Friends/Relatives	8	13	12
At home	43	45	53
	100%	100%	100%

2. Motivations for Attendance

a. Reasons for Visiting

	SUMMER (%)	FALL (%)	WINTER (%)
***i.* Kilby General Store**			
Showing my children	19	11	8
Enjoy, have fun	22	14	23
Learn something	11	7	28
Interests me	32	43	42
For a special event	2	1	1
Been there before	30	23	33
Shouldn't miss it	9	7	8

b. What was Liked Most About the Site

	SUMMER (%)	FALL (%)	WINTER (%)
***i.* Kilby General Store**			
General Store	18	14	16
Authenticity	12	15	13
"Everything"	12	8	7
Staff	11	15	18
Exhibits/displays	9	4	9
Reminded of past	7	4	7
Sense of history	6	4	2
Artifacts	6	8	9
Buildings other than General Store	5	4	4
Location/Setting/ Surrounding	5	6	3

c. What was Liked Least About the Site

	SUMMER (%)	FALL (%)	WINTER (%)
***i.* Kilby General Store**			
Disliked nothing	16	18	18
Incomplete restoration	5	3	5

3. Visitor Awareness

a. Source of First Awareness of the Site

	SUMMER (%)	FALL (%)	WINTER (%)
***i.* Kilby General Store**			
Newspaper/magazine	12	8	2
Radio/TV	2	1	3
Guidebook/brochure	14	15	9
Signs	32	37	40
Word of Mouth	26	24	32
Travel Agent	0	0	0
Infocentre	1	3	1
Always known	6	8	9

b. Given Better Awareness, Would Visit Have Been Longer?

	SUMMER (%)	FALL (%)	WINTER (%)
***i.* Kilby General Store**			
Would have spent more time	27	18	21
Would have spent same time	73	81	79
Would have spent less time	0	1	0
	100%	100%	100%

4. Authenticity

a. Success of Authenticity

"Success of the Site in presenting a true picture of how things really were."

	SUMMER (%)	FALL (%)	WINTER (%)
***i.* Kilby General Store**			
Very successful	81	88	91
Fairly successful	19	12	9
Not very successful	0	0	0
Not at all successful	0	0	0
	100%	100%	100%

b. Importance of Authenticity

"Importance of authenticity for enjoyment of site."

	SUMMER (%)	FALL (%)	WINTER (%)
***i.* Kilby General Store**			
Very important	61	64	62
Fairly important	37	35	37
Not very important	2	1	1
Not at all important	0	0	0
	100%	100%	100%

REGION 3:
Okanagan

1. Demographic Segmentation of Visitors

a. Sex of Visitors

(Entries are Percent Male)

	SUMMER	FALL
i. **The Grist Mill at Keremeos**	51	46
ii. **Historic Hat Creek Ranch**	39	38

b. Age of Visitors

	SUMMER	FALL
i. **The Grist Mill at Keremeos**		
Median Age	42.4	45.7
Percent 14 or less	13.0	10.0
Percent 55 or over	26.0	43.0
ii. **Historic Hat Creek Ranch**		
Median Age	39.3	47.7
Percent 14 or less	7.0	5.0
Percent 55 or over	32.0	32.0

c. Education of Visitors

	SUMMER (%)	FALL (%)
i. **The Grist Mill at Keremeos**		
Grade 12 or less	46	51
University degree	23	20
ii. **Historic Hat Creek Ranch**		
Grade 12 or less	58	64
University degree	13	20

d. Income of Visitors

(Entries are Median Income)

	SUMMER	FALL
i. **The Grist Mill at Keremeos**	$37,534	$30,286
ii. **Historic Hat Creek Ranch**	$30,303	$41,667

e. Place of Residence

	SUMMER (%)	FALL (%)
***i.* The Grist Mill at Keremeos**		
Local Resident	25	38
Other B.C.	51	44
Alberta	10	4
Other Canada	6	8
Washington	4	3
Oregon	1	NA
California	2	2
Other U.S.	1	1
	100%	100%

	SUMMER (%)	FALL (%)
***ii.* Historic Hat Creek Ranch**		
Local Resident	53	69
Other B.C.	37	27
Alberta	6	4
Other Canada	0	0
Washington	2	0
Oregon	0	0
California	1	0
Other U.S.	1	0
	100%	100%

f. Mode of Travel

i. **The Grist Mill at Keremeos**

	SUMMER (%)	FALL (%)
Car/Truck	80	85
Bus	1	1
Motorhome/Camper	17	9
On foot	1	3
Airplane	11	1
Ferry	4	2

ii. **Historic Hat Creek Ranch**

	SUMMER (%)	FALL (%)
Car/Truck	87	90
Bus	1	4
Motorhome/Camper	13	7
On foot	0	2
Airplane	3	0
Ferry	1	2

g. Size and Composition of Party

i. **The Grist Mill at Keremeos**

	SUMMER	FALL
Median Party Size	2.54	2.51
Family	77	77
Friends	9	12
Both	10	6
Tour	1	2
Alone	3	3
	100%	100%

	SUMMER (%)	FALL (%)
ii. **Historic Hat Creek Ranch**		
Median Party Size	2.96	3.56
Family	71	64
Friends	10	11
Both	15	25
Tour	1	0
Alone	3	0
	100%	100%

h. Frequency of Visits and Length of Stay

	SUMMER	FALL
i. **The Grist Mill at Keremeos**		
Median number of visits in past two years	.58	.61
Median length of visits in hours	.67	.69
ii. **Historic Hat Creek Ranch**		
Median number of visits in past two years	.67	.82
Median length of in hours	1.31	2.67

i. *Previous Night's Accommodations*

	SUMMER (%)	FALL (%)
i. **The Grist Mill at Keremeos**		
Hotel/Motel	22	27
Bed and Breakfast	1	0
Camping	32	12
Friends/Relatives	20	21
At home	25	40
Cruise ship	0	0
	100%	100%

	SUMMER (%)	FALL (%)
ii. **Historic Hat Creek Ranch**		
Hotel/Motel	8	6
Bed and Breakfast	1	0
Camping	15	8
Friends/Relatives	21	19
At home	52	66
Cruise ship	1	0
	100%	100%

2. Motivations for Attendance

a. Reasons for Visiting the Site

	SUMMER (%)	FALL (%)
i. **The Grist Mill at Keremeos**		
Show my children	16	8
Enjoy, have fun	13	13
Learn something	40	37
Interests me	35	42
For a special event	3	5
Been there before	7	8
Curious	26	26
Shouldn't miss it	10	11

	SUMMER (%)	FALL (%)
ii. **Historic Hat Creek Ranch**		
Show my children	14	11
Enjoy, have fun	12	13
Learn something	33	13
Interests me	35	20
For a special event	3	31
Been there before	6	6
Curious	28	9
Shouldn't miss it	13	9

b. What was Liked Most About the Site

	SUMMER (%)	FALL (%)
***i.* The Grist Mill at Keremeos**		
Water wheel	24	16
Setting/location	22	31
Staff	17	10
Exhibits/displays	15	10
Technique of Exhibits/displays	10	NA
The mill	10	17
Signs	10	
Peace/tranquility	7	6
Education/ "hands on" site	5	5
"Everything"	NA	5

	SUMMER (%)	FALL (%)
***ii.* Historic Hat Creek Ranch**		
Sense of History	21	NA
The buildings	16	14
Guides/guide's stories	15	NA
"Everything"	9	NA
Authenticity	7	9
Setting	NA	6
Antiques, artifacts	7	NA
Food	7	NA
Staff	5	6
Grounds/Gardens	NA	NA

c. What was Liked Least About the Site

	SUMMER (%)	FALL (%)
***i.* The Grist Mill at Keremeos**		
Mill not working	13	NA
Lack of restroom	NA	NA
Facilities	8	NA
Nothing	7	17

	SUMMER (%)	FALL (%)
ii. **Historic Hat Creek Ranch**		
Site was difficult to find	13	6
Lack of furnishings	9	14
Incomplete restoration	9	NA
Nothing	10	14

3. Visitor Awareness

a. Source of First Awareness of the Site

	SUMMER (%)	FALL (%)
i. **The Grist Mill at Keremeos**		
Newspaper/Magazine	7	6
Radio/TV	4	9
Guidebook/brochure	12	6
Signs	45	39
Word of Mouth	18	28
Travel Agent	NA	0
Travel infocentre	6	0
Always known	3	6

	SUMMER (%)	FALL (%)
ii. **Historic Hat Creek Ranch**		
Newspaper/Magazine	8	12
Radio/TV	0	0
Guidebook/brochure	2	0
Signs	8	2
Word of Mouth	54	57
Travel Agent	0	2
Travel infocentre	6	0
Always known	16	26

b. Given Better Awareness, Would Visit Have Been Longer?

	SUMMER (%)	FALL (%)
***i.* The Grist Mill at Keremeos**		
Would have spent more time	20	37
Would have spent same time	80	61
Would have spent less time	NA	2

	SUMMER (%)	FALL (%)
***ii.* Historic Hat Creek Ranch**		
Would have spent more time	31	30
Would have spent same time	69	68
Would have spent less time	0	2

4. Authenticity

a. Success of Authenticity

"Success of the site in presenting a true picture of how things really were."

	SUMMER (%)	FALL (%)
***i.* The Grist Mill at Keremeos**		
Very successful	68	73
Fairly successful	32	27
Not very successful	0	0
Not at all successful	0	0
	100%	100%

	SUMMER (%)	FALL (%)
***ii.* Historic Hat Creek Ranch**		
Very successful	63	58
Fairly successful	35	39
Not very successful	2	3
Not at all successful	0	0
	100%	100%

b. Importance of Authenticity

"Importance of authenticity for enjoyment of the site."

	SUMMER (%)	FALL (%)
***i.* The Grist Mill at Keremeos**		
Very important	57	65
Fairly important	38	32
Not very important	5	3
Not at all important	0	0
	100%	100%

	SUMMER (%)	FALL (%)
***ii.* Historic Hat Creek Ranch**		
Very important	50	56
Fairly important	46	36
Not very important	3	6
Not at all important	1	2
	100%	100%

REGION 4:
Kootenays

1. Demographic Segmentation of Visitors

a. Sex of Visitors

(Entries are Percent Male)

	SUMMER	FALL
i. **Fort Steele**	42	45

b. Age of Visitors

	SUMMER	FALL
i. **Fort Steele**		
Median Age	38.5	52.5
Percent 15 or Under	7.0	NA
Percent 54 or over	23.0	47.0

c. Education

	SUMMER (%)	FALL (%)
i. **Fort Steele**		
Grade 12 or less	42	43
University degree	25	24

d. Income of Visitors

(Entries are Median Income)

	SUMMER	FALL
i. **Fort Steele**	$37,534	$30,286

e. Place of Residence

	SUMMER (%)	FALL (%)
***i.* Fort Steele**		
Local resident	6	7
Other B.C.	20	27
Alberta	30	17
Other Canada	5	7
Washington	11	11
Oregon	2	4
California	5	5
Other U.S.	15	14
Other	6	8
	100%	100%

f. Mode of Travel

	SUMMER (%)	FALL (%)
***i.* Fort Steele**		
Car/truck	74	72
Bus	5	3
Motorhome/camper	21	24
On foot	1	1
Airplane	8	9
Ferry	1	2

g. Size and Composition of Party

	SUMMER	FALL
***i.* Fort Steele**		
Median party size	3.05	1.74
Family	71	68
Friends	12	14
Both	11	13
Tour	4	2
Alone	2	3
	100%	100%

h. Frequency of Visits and Length of Stay

	SUMMER (%)	FALL (%)
i. **Fort Steele**		
Median number of visits in past two years	.65	.61
Median length of visit in hours	2.50	2.01

i. Previous Night's Accommodation

	SUMMER (%)	FALL (%)
i. **Fort Steele**		
Hotel/motel	35	43
Bed and Breakfast	1	1
Camping	40	34
Friends/relatives	8	7
At home	14	13
Cruise ship	NA	0

2. Motivations for Attendance

a. Reasons for Visiting

	SUMMER (%)	FALL (%)
i. **Fort Steele**		
Show my children	16	4
Enjoy, have fun	28	20
Learn something	22	32
Interests me	25	41
For a special event	10	5
Been there before	13	20
Curious	11	12
Shouldn't miss it	9	15

b. What was Liked Most About the Site

	SUMMER (%)	FALL (%)
i. **Fort Steele**		
Street skits	15	NA
Wild horse theatre	13	NA
"Everything"	8	9
Authenticity	7	12
Buildings	5	13
Exhibits/displays	5	NA
House	5	NA
Museum	NA	13
History/ historical value	NA	5

c. What was Liked Least About the Site

	SUMMER (%)	FALL (%)
i. **Fort Steele**		
Unable to enter some buildings	11	5
Nothing	10	19
Entrance fee	7	0

3. Visitor Awareness

a. Source of First Awareness of the Site

	SUMMER (%)	FALL (%)
i. **Fort Steele**		
Newspaper/magazine	4	3
Radio/TV	1	1
Guidebook/brochure	15	20
Signs	18	27
Word of mouth	38	27
Travel agent	1	NA
Travel infocentre	2	2
Always known	15	17

b. Given Better Awareness, Would Visit Have Been Longer?

	SUMMER (%)	FALL (%)
i. **Fort Steele**		
Would have spent more time	29	26
Would have spent same time	69	73
Would have spent less time	2	1

4. Authenticity

a. Success of Authenticity

"Success of the site in presenting a true picture of how things really were."

	SUMMER (%)	FALL (%)
i. **Fort Steele**		
Very successful	65	78
Fairly successful	34	21
Not very successful	1	1
Not at all successful	0	0
	100%	100%

b. Importance of Authenticity

"Importance of authenticity for enjoyment of the site."

	SUMMER (%)	FALL (%)
i. **Fort Steele**		
Very important	65	78
Fairly important	34	21
Not very important	1	1
Not at all important	0	0
	100%	100%

REGION 5:
CARIBOO

1. Demographic Segmentation of Visitors

a. Sex of Visitors
(Entries are Percent Male)

	SUMMER	FALL
i. **Barkerville**	42	51
ii. **Cottonwood House**	36	NA

b. Age of Visitors

	SUMMER	FALL
i. **Barkerville**		
Median Age	40.2	49.5
Percent 15 or under	5.0	1.0
Percent 55 or over	54.0	43.0
ii. **Cottonwood House**		
Median Age	42.2	NA
Percent 15 or under	10.0	NA
Percent 55 or over	26.0	NA

c. Education of Visitors

	SUMMER (%)	FALL (%)
i. **Barkerville**		
Grade 12 or less	18	20
University degree	21	16
ii. **Cottonwood House**		
Grade 12 or less	16	NA
University degree	54	NA

d. Income of Visitors

(Entries are Median Income)

	SUMMER	FALL
i. **Barkerville**	$38,598	$34,167
ii. **Cottonwood House**	$39,622	NA

e. Place of Residence

	SUMMER (%)	FALL (%)
i. **Barkerville**		
Local resident	8	5
Other B.C.	64	44
Alberta	9	16
Other Canada	4	10
Washington	4	10
Oregon	1	0
California	2	0
Other U.S.	2	5
Other	6	10
	100%	100%

	SUMMER (%)	FALL (%)
ii. **Cottonwood House**		
Local resident	9	NA
Other B.C.	57	NA
Alberta	8	NA
Other Canada	3	NA
Washington	3	NA
Oregon	2	NA
California	3	NA
Other U.S.	0	NA
Other	15	NA
	100%	NA

f. Mode of Travel

i. **Barkerville**

	SUMMER (%)	FALL (%)
Car/Truck	71	66
Bus	27	5
Motorhome/Camper	29	29
On foot	0	0
Airplane	8	10
Ferry	6	13

ii. **Cottonwood House**

	SUMMER (%)	FALL (%)
Car/truck	62	NA
Bus	3	NA
Motorhome/camper	32	NA
On foot	2	NA
Airplane	12	NA
Ferry	4	NA

g. Size and Composition of Party

i. **Barkerville**

	SUMMER	FALL
Median party size	2.65	1.73
Family	72	68
Friends	12	15
Both	12	9
Tour	1	2
Alone	3	6
	100%	100%

	SUMMER	FALL
ii. **Cottonwood House**		
Median party size	3.10	NA
Family	69	NA
Friends	11	NA
Both	14	NA
Tour	3	NA
Alone	2	NA
	100%	100%

h. Frequency of Visits and Length of Stay

	SUMMER (%)	FALL (%)
i. **Barkerville**		
Median number of visits in past two years	.63	.57
Median length of visit in hours	3.94	3.31

	SUMMER (%)	FALL (%)
ii. **Cottonwood House**		
Median number of visits in past two years	.62	NA
Median length of visit in hours	1.31	NA

i. Previous Night's Accommodation

	SUMMER (%)	FALL (%)
***i.* Barkerville**		
Hotel/motel	28	45
Bed and breakfast	1	1
Camping	46	37
Friends/relatives	10	8
At home	13	7
Cruise ship	0	0

	SUMMER (%)	FALL (%)
***ii.* Cottonwood House**		
Hotel/motel	24	NA
Bed and breakfast	0	NA
Camping	46	NA
Friends/relatives	12	NA
At home	17	NA
Cruise ship	0	NA

2. Motivations for Attendance

a. Reasons for Visiting the Site

	SUMMER (%)	FALL (%)
***i.* Barkerville**		
Show my children	17	4
Enjoy, have fun	29	19
Learn something	27	28
Interests me	24	39
For a special event	7	4
Been there before	19	11
Curious	11	22
Shouldn't miss it	11	27

	SUMMER (%)	FALL (%)
ii. **Cottonwood House**		
Show my children	17	NA
Enjoy, have fun	20	NA
Learn something	27	NA
Interests me	40	NA
For a special event	2	NA
Been there before	10	NA
Curious	16	NA
Shouldn't miss it	13	NA

b. What was Liked Most About the Site

	SUMMER (%)	FALL (%)
i. **Barkerville**		
Royal Theatre	15	0
Authenticity	11	12
Specific Buildings	9	0
Talks/tours/ demonstrations	8	0
Sense of history	7	8
Staff	6	0
"Everything"	6	9
Talk by water wheel	6	0
Exhibits/displays	5	8
Judge Bebgie/ the Courthouse	5	12
Techniques of the exhibits/displays	0	6
Restoration	0	8

ii. **Cottonwood House**

- Data not available

c. What was Liked Least About the Site

	SUMMER (%)	FALL (%)
***i.* Barkerville**		
Nothing	12	15
Weather	9	0
Entrance fee	7	0
Inability to enter some buildings	6	0
Off-season/closure of displays	0	16

***ii.* Cottonwood House**
- Data not available

3. Visitor Awareness

a. Source of First Awareness of the Site

	SUMMER (%)	FALL (%)
***i.* Barkerville**		
Newspaper/magazine	4	6
Radio/TV	2	0
Guidebook/Brochure	9	14
Signs	2	1
Word of mouth	39	44
Travel agent	0	1
Travel infocentre	2	4
Always known	37	28

	SUMMER (%)	FALL (%)
***ii.* Cottonwood House**		
Newspaper/magazine	3	NA
Radio/TV	0	NA
Guidebook/Brochure	15	NA
Signs	35	NA
Word of mouth	21	NA
Travel agent	0	NA
Travel infocentre	6	NA
Always known	13	NA

b. Given Better Awareness, Would Visit Have Been Longer?

i. **Barkerville**

	SUMMER (%)	FALL (%)
Would have spent more time	24	35
Would have spent same time	75	64
Would have spent less time	1	1
	100%	100%

ii. **Cottonwood House**

	SUMMER (%)	FALL (%)
Would have spent more time	22	NA
Would have spent same time	78	NA
Would have spent less time	0	NA
	100%	100%

4. Authenticity

a. Success of Authenticity

"Success of site in presenting a true picture of how things really were."

i. **Barkerville**

	SUMMER (%)	FALL (%)
Very successful	69	70
Fairly successful	30	30
Not very successful	1	0
Not at all successful	0	0
	100%	100%

	SUMMER (%)	FALL (%)
i. **Cottonwood House**		
Very successful	82	NA
Fairly successful	17	NA
Not very successful	0	NA
Not at all successful	0	NA

b. Importance of Authenticity

"Importance of authenticity for enjoyment of the site."

	SUMMER (%)	FALL (%)
i. **Barkerville**		
Very important	59	62
Fairly important	37	32
Not very important	4	5
Not at all important	0	1
	100%	100%

	SUMMER (%)	FALL (%)
ii. **Cottonwood House**		
Very important	62	NA
Fairly important	33	NA
Not very important	5	NA
Not at all important	0	NA
	100%	NA